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S2.37 Index

TENNESSEE BEAUTY Over $1,000 per acre clear profit in 1953.

Allen's 1954 Book of Berries

ROBINSON

Large size and bright color Have made for growers many a dollar.

Beautiful 11 acre field, grown from virus-free stock

The Plant Situation—1954

1953 Growing Season—One of the driest on record, certainly drier than any year since 1931.

1954 Plant Supply—Very good to very poor, differing with the variety.

Very Good Supply—Premier, Catskill, Sparkle, Robinson, Empire, Tennessee Beauty, Blakemore, Armore, Temple and Big Joe.

Fair Supply—Fairfax, Dorsett, Massey and Fairland.

Very Short Supply—Fairpeake, Midland, Redstar and all everbearing varieties.

It's amazing how many really fine acres of strawberry plants we have considering the very dry season. We are proud of the pep and growing ability ALLEN'S plants have demonstrated in such a year as 1953.

Plants grown from completely virus free stock plants, furnished by the U.S.D.A. in 1951 and 1952, have definitely shown increased vigor and drought resistance. Some varieties grown from this virus free stock are available this year—Premier, Catskill, Sparkle, Blakemore, Massey, Albritton, Tennessee Beauty, Tennessee Shipper, Klonmore and Klondyke. (See descriptions pages 7 to 23.)

New and Very Promising for the middle and southern states—Dixieland, Pocahontas and Albritton.

Sawdust mulch hill system (See page 21) continues to give terrific improvement in results with all varieties of everbearers.

Allen's plants, standard for the industry for 69 years,

are still your best bet for big crops of better berries.

Copyright 1953 by W. F. Allen Company, Salisbury, Maryland

Alco Gravure

PICKING THE WINNERS

A Bird's-eye View of the Best

Early

Premier — The safe early strawberry. Frost Proof. Has never missed a crop. Very productive, profitable, and popular in all nothern and middle states. Allen's Premier—an amazingly vigorous strain!

Empire — A new one from New York, making fine record in Premier territory. Empire excels Premier in vigor, size, quality, firmness and beauty.

Fairfax — The top-quality berry. Quite productive. Berries large, firm, beautiful, becoming dark when full ripe. Ideal berry for home garden. Very profitable for roadside market, fancy trade. High quality brings repeat sales. Widely adapted, North and Middle South. Where quality tells, Fairfax sells!

Blakemore — A great shipping berry for the southern and lower middle states. Most widely grown of all varieties. Light, tart, firm, attractive.

Midseason

Catskill — The leading midseason berry. Heaviest producer of any leading variety—more big berries. Good quality, firm, attractive. Excellent for freezing. Vigorous plants now available regain original Catskill vitality and productiveness. Adapted from Canada south to Missouri and North Carolina. Best midseason berry—it's safe. **BIG JOE,** a fine old variety. Still vigorous after many years of bearing. Berries big, good.

Temple — First introduced as red stele resistant variety. Very vigorous and productive. Now leading variety in Eastern Maryland, replacing Blakemore. Excellent quality for home or market.

Late

Tennessee Beauty — Our most profitable commercial berry. Our favorite of all recent introductions. Excellent for home garden, super-duper for freezing. Adapted middle South to middle North.

Robinson — Berries very large, light, attractive. They bring top prices. Becoming very popular in northern and upper middle states. Plants easy to grow, very productive.

Sparkle — Extra vigorous plants now available. Red stele resistant. A quantity producer for northern states. Very vigorous, very productive. Berries medium size, excellent quality, rich red clear through; becoming popular for freezing. **REDSTAR,** the latest real good berry. Berries high quality, bring top prices. Plants bloom very late and escape frosts. Shy plant maker.

Everbearing

Superfection — Our first choice of all the everbearers because it is easiest to grow and most productive.

BERRY

Add Luxury to Your Living
With Lots of Luscious Berries
From a Lovely Little Garden.

Berry Garden Dividends—
Health, Enjoyment, Friendship.

Strawberries are beautiful, with wonderful flavor and brimful of Vitamin C. Delicious quality makes strawberries a taste treat for all the family.

Strawberry Shortcake

Strawberry shortcake! What can be better? Frozen berries—good the year round. Berries to "put up" in berry time, to "take down" at other times, canned, preserved, jellied or juiced, according to your favorite recipes.

Save on your budget. Why spend money for lesser desserts with plenty of ruby red strawberries shining on the vines?

Superb for sharing. What more delightful gift than a quart or two of these sparkling beauties! They'll make and hold friends.

Berries are easy to grow, even for beginners who can get fine crops by substituting care and enthusiasm for experience.

It's quickest. No other fruit crop bears so quickly—with standard kinds 12 to 13 months, with everbearers 8 to 10 weeks.

It pays. Surplus berries from your strawberry garden are easily sold at profitable prices. What have you paid for good berries in recent years?

Fairfax Co., Va., Dec. 8, 1952. "You may be interested in the enclosed snapshot of my home bed of your plants, Redstar, Fairfax and Catskill (left to right), planted last March on land that two years ago had never been cultivated. I purchased 25 plants of each variety and am an amateur. I never saw such thrifty plants." (Photo taken in late October.) **Lansing E. Van Allen**

GARDENS

A Lot for a Little!

A Little Land Can Give a Lot of Pleasure—and Profit too.

Read the Testimony of These Witnesses

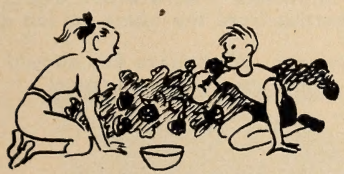
By The Gallon!

Letcher Co., Ky., April 4, 1953. "Here is another order for 200 strawberry plants. I picked 40 gallons of fine berries from 300 plants of yours. Seeing is believing, people are asking where I got my plants. So here comes the order."

Morgan Craft

Cleaned Up

Baltimore Co., Md., March 21, 1953. "The Superfection surely turned out wonderful. I recommended you in 1951 to a Mrs. Gertrude Evans on Rolling Road, Baltimore, a close neighbor of ours. Last year she really cleaned up." **M. Frank Henry**



Play Patch

Plymouth Co., Mass., Feb. 5, 1953. "Enclosed is a small order for plants. I wish to say I had a big crop of Catskill berries. I feel they were the biggest crop and the best berries I ever saw. My plants of Superfection were grand—had a shortcake on Nov. 1, 1952. They are a plant that just blooms and blooms. I like them very much and shall always keep a little playpatch of them, as they are so good."

Mrs. Josephine Kelley

Our Pages Are True!

Kings Co., N. Y., Feb. 5, 1953. "In 1951 I planted 100 Premier and 100 Temple berry plants and last summer I got so many beautiful berries and sold about 60 qts., gave away loads of them and made up quite a bit of jam, not mentioning how many we ate. The Premier is very productive, the third picking small berries, but the Temple were always large, a beautiful red and always made a pretty picture. The pages of your Berry Book are true. I tell all my friends, 'Just look at these pages, plant your plants, and next year you will have the same picture in your garden for real!' "

Mrs. Walter Kilday

Going to School

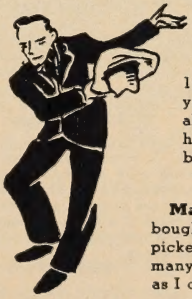
Erie Co., N. Y., Jan. 24, 1953. "You may be interested to know that in 1937 I purchased 1200 plants from you to make a little money while going to school. I was extremely impressed with the vitality of the plants and the crop they produced. I do hope you still have the Fairfax and Catskill for their flavor is the best in my opinion and just what I want for my home garden."

E. Pennington Myer

Green Co., Ohio, April 7, 1953. "Strawberries have been a hobby ever since I purchased my first plants from you in 1935. I have missed few years since that time, always getting Allen's plants. So here I am again with another order; a small one, but for Allen's—the best plants I can buy." **H. V. Noble**

Butler Co., Penna., March 22, 1953. "I planted 100 of the Superfection last year and followed your instructions as to sawdust, etc. We put up 25 qts. in the freezer and I believe we ate at least 10 qts., so had about 35 qts. the first year."

R. E. Smith



Thank You, Friends, One and All!

Providence Co., R. I., March 16, 1953. "I have had strawberry plants from you for a good many years, and have always received wonderful plants. They have grown well and produced very fine berries. I have only a city lot."

F. E. Paul

Mathews Co., Va., May 18, 1953. "I bought 200 plants from you last year. Have picked over 300 qts. from same and will get many more yet. Want to put out more as soon as I can." **A. E. Hudgins**

Racine Co., Wisc., Oct. 8, 1953. "We had very dry and hot weather at fruiting time but our Fairfax purchased in 1952 amazed everyone for size and firmness." **Blomkum Bros.**

Allen's True-to-Name Strawberry Plants

Standard of the Industry For 69 Years

Long years of experience in growing, handling and shipping good plants enable us to supply you plants which we honestly believe are as good as you can buy anywhere. Plants which will grow with vigor and produce abundantly to give you lots of luscious berries from the home garden and large and profitable crops from commercial plantings.

We specialize in strawberry plants and grow no other nursery crop. We believe this should be of some value to you as a plant buyer.

What Makes Allen's Plants Good Plants?

1. *True-to-variety-name*, the kind of plants you order is the kind of berries you pick.
2. *Easy to set*, with dead leaves and runners removed, roots straightened and bundled evenly, they "peel off" like clockwork for either hand or machine setting.
3. *Fully labelled*, with a variety label in each bunch of 25 plants.
4. *Good plants*, vigorous healthy crown, strong roots system, full of pep.
5. *Carefully handled* and packed to reach you with their vitality unimpared, ready for quick starting, rapid growth and full production.

Fairfield Co., Conn., April 21, 1953. "Thank you for the strawberry plants just received. They are excellent plants, well packed and your count was generous. I have always been most satisfied when dealing with you."
Rev. Major Percy Binnington

Bear Lake Co., Idaho, Dec. 23, 1952. "I have bought berry plants from Allen's for years with satisfactory results. I have enjoyed the accurate descriptions of varieties in your catalog in which you have given both the desirable and undesirable characteristics. It has saved a good deal of experimentation on my part."
Lewis Munk

Jefferson Co., Ky., April 25, 1953. "I received the plants promptly and was delighted to find such nice plants in such fine condition. The manner in which you returned my check for the plants you did not have and the excess postage you sent back so promptly is proof of your reliability. I will recommend the W. F. Allen Co. to my friends and anyone who wishes first class service and plants unequalled anywhere."
Julius Hart

Wayne Co., Mich., Jan. 15, 1953. "Two years ago I ordered 500 plants from you and upon arrival they looked as though they were dug and shipped the same day I received them. I don't remember losing a single one."
O. L. Hunter

Ste. Genevieve Co., Mo., Jan. 27, 1953. "I am sending you another order. Last spring I ordered some berry plants from you. They were the best and biggest plants I have ever seen. I always thought the notes in the catalog were the bunk, but now I know they are not because I am writing one myself. The plants I received were packed the way they should be packed. The leaves out so they could get air. After setting out they all lived and made the best rows I ever had. They grew so fast the weeds did not have a chance. Before I bought plants from you I did not know what a good strawberry plant should be."
John Polly

Butler Co., Ohio, April 2, 1953. "The plants I have received from you at different times in the last four or five years have always been the finest that money can buy because they are so productive."
David Jacot

Dauphin Co., Pa., April 13, 1953. "The 1,000 strawberry plants you sent me recently arrived in fine condition. They are, in every way, the best I have ever bought."
Merrill Cutshall

Wood Co., W. Va., April 8, 1953. "The plants arrived in perfect condition and are very nice. The quality and size of your plants with your extra full count bundles makes your firm tops with me when buying strawberry plants. Thanks."
George Barrett, Jr.

Strawberries—the Best Money Crop

Over $700.00 per Acre Clear Profit

In 1953 we had two acres of Tennessee Beauty strawberries that yielded us a clear profit of over *$700.00 per acre* from the fruit. This field had no special attention in the way of cultivation and fertilizing, and at fruiting time the picking was done very irregularly. We *marketed* slightly under 6,000 quarts per acre, the total yield being somewhat over 6,000 quarts. The average price was slightly less than 30c per quart f.o.b. With real good care the yield could be jumped up a lot. As you may note below the average price was well under the season's average for good berries on the New York market in 1953.

Strawberries are a good crop to grow and you can make money from them. Our $700.00 per acre profit on these two acres this year is good but not outstanding for good strawberry growers.

THE RECORD

Wholesale Prices New York Produce Market, April 24th to July 6th, 1953. Berries from Louisiana, North Carolina, Virginia, Maryland, Delaware, New Jersey, New York, Connecticut.

Date	*Lowest*	*Highest*
April 24	$ .25	$ .60
May 1	.10	.60
May 5	.15	.45
May 8	.12	.55
May 22	.30	.60
May 27	.20	.60
June 1	.15	.55
June 5	.25	.65
June 10	.15	.60
June 15	.25	.75
June 19	.30	.75
June 24	.15	.60
July 1	.15	.60
July 6	.15	.60

THE MEANING

1. **Quality Pays.** The difference in price between the best and the poorest was never less than 20c per quart and ranged up to 50c per quart *more* for the best fruit.

2. **The Price for Good Berries Was High** enough to yield a good profit even with today's high costs.

3. **The Price Was Good All Year**—from Louisiana to New York, from April to July. Wherever you live good berries will make you money.

Berries like these always pay

PROFIT INSURANCE

Use your very *best* land.
Set *good* plants of fancy *high-yielding* varieties.
Grow *some* berries every year.
Give your berries good *care*.
Don't grow too many.
Plan for *your* most logical *market outlet*.

PREMIER

The Frost Proof Berry

A real champion! Premier has been repeating its victory over spring frosts every year since 1915 when it was first introduced. As a sure cropper Premier has no equal!

No variety ever spread so quickly over the middle and northern states where Premier is adapted. For many years Premier has been the most widely grown strawberry in its area which extends from Canada to Virginia, west beyond the Mississippi and south to the higher altitudes of North Carolina and Tennessee. Here are the reasons for Premier's quick and continued leadership:

1. ***Sure cropper—frost proof.***
2. ***A good grower—as healthy foliage as any variety in existence.***
3. ***Extremely productive—no variety will make more quarts per acre than Premier.***
4. ***Vigor sufficient to make a satisfactory fruiting row.***
5. ***Good berries—moderately firm, good quality, attractive appearance, satisfactory for freezing.***

Typical berries of frost proof Premier

We believe more than half the records for high yields and high profits in the northern states in recent years have been made with Premier. You can't go wrong with Premier.

Other varieties which have begun to take a larger percentage of the berry acreage in the northern states include Catskill, Sparkle, Robinson and Empire. Partly this is due to some superior qualities of these berries, partly to stretch out the picking season with later varieties and perhaps partly because many Premier stocks have become weakened by a virus disease which results in less vigorous growth than formerly, unsatisfactory fruiting bed and reduced yields. This has been especially true in very dry years when Premier has always had some difficulty in sizing up the last of its tremendous set of fruit.

The reduction in vigor of Premier, Catskill and other varieties is thought to be due to a virus disease. Several years ago workers in the U.S.D.A. started collecting plants of various varieties from especially vigorous rows or isolated localities in the attempt to find virus free strains. This was accomplished with several varieties by 1952 or earlier, so that we now can offer "virus-free" strains of Premier, Catskill, Sparkle, Blakemore, Massey, Albritton, Tennessee Beauty, Tennessee Shipper, Klonmore and Klondyke. (See page 30.) These plants have all shown greatly increased vigor and in this dry year a marked ability to resist drought as compared with most regular stocks. With most of the varieties mentioned above the effect has been increased vigor and upstanding growth without changing the general appearance of the plant in other ways. With Premier, however, freedom from virus has in addition changed somewhat the general appearance of the plant growth so much that if grown side by side with regular Premier it would seem that they were two different varieties. Differences in fruit of Premier between the virus free and the regular are much less apparent. Our own regular stock has retained far more of the original Premier vigor than most stocks (see picture below) and the plants look like the Premier we have always known. We can supply either "virus-free" or the regular. If you have a choice please indicate same on order sheet. Regular or virus-free, we have them both, and both are fine. Order Premier today. Price list page 31.

Mitchell Co., N. C., Nov. 24, 1952. "From the 500 Premier plants you sent me in 1950 I picked 880 quarts of berries in 1951. I reworked the old beds and picked 1150 quarts of Premier berries from the same patch in 1952. I have raised berries for the last six years and Premier so far has outyielded anything I have tried."

Spencer B. Dellinger

Beautiful plants of regular Premier

EMPIRE

Better Than Premier in Five Important Ways

One of the best of the newer varieties! Wherever grown they have been well liked, drawing comments like this: "Empire berries are grand. They are so pretty, so good to eat and make beautiful preserves." Empire was originated in New York by Dr. George L. Slate, and released for introduction by the Geneva Station in 1950. We have formed a very high opinion of Empire as we have seen it in Maryland and New York. Excellent reports on it have come also from Connecticut, New Jersey, West Virginia, Michigan, Ohio and other states. Empire is a few days later than Premier and should be tried wherever Premier does well, also in those areas where Premier no longer does as well as formerly.

Here is a comparison of Empire with Premier:

1. *Empire is a more vigorous grower than most Premier stocks.*
2. *The berries are much better in quality than Premier.*
3. *The average size of Empire is larger than Premier.*
4. *Empire berries are much more attractive and should command a higher price than Premier grown under similar conditions.*
5. *The berries are fully as firm as Premier with a tougher skin which makes them hold and ship better.*
6. *So far Empire has been a sure cropper but does not have the long record of frost resistance that has made Premier so outstanding.*
7. *Empire is very productive but not quite equal to Premier in total yield.*

Empire berries have always been large, beautiful, very high in quality, and had a beautiful bright red appearance. The picture shows accurately the shape and general appearance of the fruit.

A very long neck makes Empire easier to cap without digging into the flesh, important when using berries in the home or in commercial processing.

We have lots of fine Empire plants this year and they will be *good for you.* Price list page 31.

SENATOR DUNLAP

A fine old variety that has been grown in the middle and northern states for many years. It is an extremely vigorous grower, making lots of plants which are very productive. Berries are medium in size, a bright rich red clear through and of good quality. One of the best for canning. The hardiness of the Dunlap plants makes the variety a favorite where the cold winters injure the weaker kinds. Canada, Maine, Iowa and Minnesota are among the places where Dunlap is appreciated. We have lots of good Dunlap plants. Price list page 31.

HOWARD 17

Premier is also sold as Howard 17, which was the original name. The varieties are identical in every respect. It is a "pippin" no matter which name you use. Price list page 31.

FAIRFAX

First for Fine Flavor

If you've never eaten Fairfax you've never had the best! Well grown Fairfax berries provide a taste-treat. Fairfax is fine in many ways but the superb quality and dark color of the berries have made it the best roadside market or home garden berry of all. Wherever the consumer is near the producer Fairfax growers can sell at top prices all the Fairfax berries they can produce. "I want those large dark berries, they are so good," is a comment frequently heard.

Fairfax plants make a beautiful healthy foliage, so pretty that Fairfax is often used in border plantings where beauty of the foliage is important. The very large blossoms add to the beauty of the plant growth. Fairfax plants are very productive, although not quite as heavy bearers as Premier.

The first Fairfax berries are usually very broad, and later berries more nearly round. They are a bright red when they first ripen but after holding for several days turn a deep dark red, and finally almost purple before they start to decay. This fact makes Fairfax somewhat unpopular as a large scale commercial berry. The bright red newly ripened berries mixed with the nearly purple dark berries missed at the previous picking, give Fairfax a mottled appearance which is not attractive. When handled properly Fairfax berries are beautiful in appearance, making one think of highly polished mahogany. Fairfax berries ripen in the latitude of Maryland two or three days after Premier. When grown farther north Fairfax becomes later comparatively, so that in New York state it is a midseason to late variety.

Fairfax is adapted to about the same region as Premier. In this region it can be the most delightful spot in any home garden or small commercial planting. Price list page 31.

Friends of Fairfax say:

Winnebago Co., Ills., Feb. 5, 1953. "Please do not substitute for Fairfax plants ordered. We have had your Fairfax for years and last year, a poor strawberry year here, we had a wonderful crop and our customers thought they were the finest flavored berries they had ever eaten. Have orders for all our berries from old customers for next year."

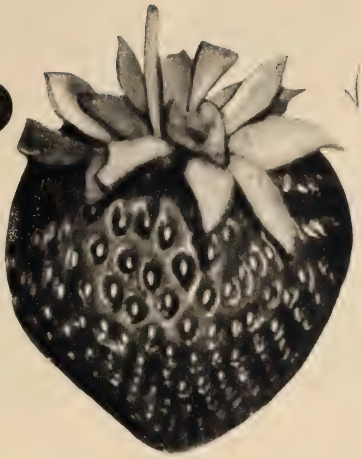
Ben H. Blackmer

Venango Co., Penna., April 14, 1953. "I have bought Allen's plants many times in previous years and have recommended them to several friends. About three or four years ago I picked 980 quarts from 500 Fairfax plants. For my part I'll stick to Fairfax for flavor that no other berry can touch."

C. V. Burchfield

Fairfax, finest quality

MIDLAND



Midland just misses being one of the greatest strawberry varieties. In six or seven characteristics which a great berry must have, Midland ranks with the best. In productiveness it equals Premier, Catskill and Sparkle; in quality it is surpassed only by Fairfax and Fairpeake, better than Premier; in size Midland probably will average as large as any variety grown today except possibly Robinson and Catskill; in firmness Midland is surpassed only by a few like Blakemore and Tennessee Beauty; firmer than Premier, Catskill, Sparkle, etc.; in appearance Midland is beautiful when it first ripens, it becomes fairly dark on holding. As a freezing berry Midland is at the very top; most tests show none better, few equal to Midland for freezing.

Midland often fails in making enough plants for a fruiting row except under nearly ideal conditions. For planting in the hill system Midland is excellent. For commercial planting, using the matted row system, Midland presents a challenge for those who think their land would grow too many plants. It is said that the virus disease which for years reduced the vitality of many varieties affects Midland by limiting runner production. Whatever the reason Midland seems determined not to make enough plants. For the hill system or for the lucky ones who can get a good plant bed, nothing could be finer than Midland.

Ripening season medium early, about with Fairfax. Order Midland plants early. There surely will not be enough to go around this season. Price list page 31.

DORSETT

Like most people Dorsett has many good points and a few bad ones. Dorsett ripens about with Premier. At its best it is equal to Premier in plant growth and production. It is superior to Premier in attractiveness and firmness. The quality of Dorsett is much better than Premier, in fact surpassed only by Fairfax and Fairpeake. The bad points of Dorsett are that it is susceptible to frost injury and it is hard to make all the blossoms set fruit. To help overcome these things avoid frosty sites, don't overfertilize the row making it too dense and don't let the plants become too thick in the row. For several years most stocks of Dorsett were greatly weakened, particularly in plant growth, by a virus disease which experts tell us is present in all parts of the country. Our present stock of Dorsett is either free from virus or highly resistant to it. We have for the past three or four years grown beautiful plants of this variety

Where Dorsett is at its best it is one of the most productive and profitable of all varieties. Those who can grow it at its best will find it hard to beat. Price list page 31.

Dorsett Berries are beauties

KLONDYKE

A solid southern shipping berry which until Blakemore appeared was grown on more acres than any other variety. Still widely grown, but has been replaced in many sections by Blakemore and Klonmore. Berries are firm, light, ripen evenly, good for processing. We have no special selling talk on Klondyke but for those who know it and like it we have some strong, vigorous, robust plants grown from "virus-free" stocks. Perhaps with this stock you can grow Klondyke profitably as was done in the "good old days." Price list page 31.

MISSIONARY

Leading berry in Florida, and popular in other southern states. Missionary will do well on almost all soils, but will do better than most on lighter soil types. The berries are medium in size, dark red in color, rather tart quality and attractive in appearance. It is a very good shipper, and is also a favorite with the "cold pack" or "juice" men. Price list page 31.

TENNESSEE SHIPPER

The Firmest Berries We Have Ever Seen!!

Tennessee Shipper is a Missionary x Blakemore cross, introduced in 1941 by the Tennessee Experiment Station. It is a very vigorous grower, making larger, stronger individual plants than Blakemore but usually not quite as many. This year Tennessee Shipper has been marvelous both in number of plants made and vigor of plant growth.

The plants are very productive. The berries ripen early, about with Blakemore, and are the firmest of any variety we know. They are so firm that picking may be neglected for several days at a time and still be picked and shipped to market with practically no loss. This is important in these days of labor shortage. Tennessee Shipper berries are excellent for freezing. They are rather tart in quality and in dry seasons tend to run down in size, except on very springy land. All our Tennessee Shipper plants this year were grown from virus free stock sources which may account for the outstanding vigor mentioned above. Tennessee Shipper is primarily a southern shipping berry, but has been grown successfully as far north as southern Pennsylvania. Price list page 31.

Albritton Berries—beautiful, big, glossy

ALBRITTON

"Albritton is the best strawberry in the world for regions where it is adapted," said one of America's most distinguished strawberry authorities. The plants are very vigorous and very productive. The berries average quite large, almost as big as Catskill. They are firm enough for shipping to distant markets and are very attractive in appearance (see picture). In quality Albritton berries are better than Blakemore or Premier, although not quite as good as Fairfax and Massey.

Albritton was originated and tested at the North Carolina Experiment Station in cooperation with the U.S.D.A. and was released for introduction in 1952. In North Carolina, where it is particularly well adapted, Albritton is the outstanding berry, supplanting Massey in many sections. In Maryland, where we saw it fruiting in 1953, it was very fine and worthy of more extensive planting for commercial shipment. While it has not been tried over a wide area, Albritton should be a money maker wherever Blakemore has been grown successfully. Our Albritton plants are "virus free" and have the tremendous vigor we learn to expect from virus free stock. Price list page 31.

TENNESSEAN

A fine new variety originated by Dr. Brooks Drain at the West Tennessee Experiment Station. Tennessean is an early berry, resembling Blakemore somewhat but a little longer and more pointed. The plant growth is very vigorous, probably equalling Blakemore. Tests in Tennessee indicate that Tennessean outyields Blakemore, is very good for freezing and is an equally good shipping berry.

We fruited Tennessean for the first time in 1952. We found it moderately productive, probably not quite equal to Blakemore but with very nice looking marketable berries. They were firm enough to be excellent shippers. We have an excellent stock of plants. Price list page 31.

KLONMORE

Klonmore is a cross of Klondyke x Blakemore. In vigor of plant growth it equals either of its free growing parents. In productiveness Klonmore is better than Klondyke, probably nearly equal to Blakemore. Klonmore berries are about equal in size to either Blakemore or Klondyke but are far better in quality than either of them. In fact, Klonmore is the only high quality long distance shipping berry that the south has ever had. Klonmore territory is more limited, being grown successfully in coastal areas of the gulf states and the Atlantic coast states as far north as South Carolina.

We have this year the finest stock of "virus free" Klonmore plants that we have ever grown and inquiries for large quantities are invited. Price list page 31.

BLAKEMORE

Early, Solid, Productive

More acres of Blakemore are grown than any other variety in the world! It is the best early shipping berry the southern states have ever had, and probably the best money maker. Blakemore territory reaches into all the southern states and as far north as southern Pennsylvania and New Jersey, the coastal areas of New England and the southern half of Ohio, Indiana and Illinois. With few exceptions it is not recommended farther north.

A Great Shipping Berry

The great popularity and wide acceptance of Blakemore over the southern and lower middle states was due to performance alone. In some areas it revived a lagging berry industry. Blakemore is a strong, vigorous grower which makes a good fruiting bed under almost any conditions. The berries are very firm, ideal for long distance shipping. Berries ripen uniformly all over, and have a bright, attractive color which they retain even after they get quite ripe. Small berries of Blakemore are more generally accepted and bring a better price than any other variety we have ever handled. Blakemore berries run medium to large in size when the plants are not too thick. Some thinning of plants helps eliminate the small berries which very thick beds and dry weather tend to produce.

Blakemore berries are very popular with commercial canners and packers. At times they will take no other variety. The fact that the berries are quite tart as well as very firm may partly explain this demand. As fresh fruit Blakemore must have sugar added to be real good.

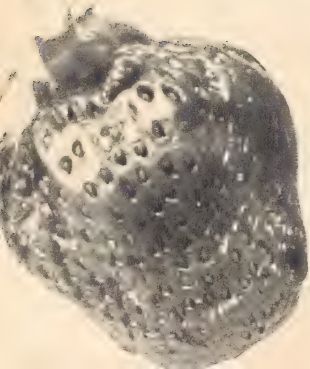
Since it was first introduced Blakemore has shown some tendency to yellowing. Selection has produced stocks which practically eliminate yellowing as an economic factor. Virus diseases, according to reports, have reduced the traditional Blakemore vigor and productiveness in some sections. The "virus free" stocks now available have shown no yellows at all and have exceptional vigor. Growers in sections where Blakemore is not as good as it used to be should by all means get this "virus free" stock to make more money from Blakemore.

Blakemore with good stock will stand more abuse and neglect in growing, picking and shipping than any other variety known and still make money for the grower. Price list page 31.

DIXIELAND

Dixieland, U.S.D.A. 3758, a Tennessee Shipper x Midland cross, was released for introduction by the U.S.D.A. and the North Carolina Experiment Station in November, 1953. It was first selected as outstanding in 1948. Ripening season is early, about with Blakemore. According to the official description Dixieland berries run larger than Blakemore and slightly deeper red. The skin is glossy and tough. The berries are even firmer than Blakemore and uniform in shape. The flavor is acid and good.

The Dixieland plants are vigorous and productive. They have not shown any yellow variegation. Yields have been better than most other varieties from Washington, D. C. to southern North Carolina and west to Missouri. In replicated plots at Beltsville, Md., Dixieland averaged 403 crates of 24 quarts as compared to 241 crates for Blakemore in 1952 and 1953. In a test for a frozen package trade Dixieland was rated high in texture, color and flavor. Dixieland seems well worth trying. Price list page 31.



CATSKILL

King of the Midseason Kinds

Large size and terrific productiveness have kept Catskill at the top of the midseason berries.

LARGE SIZE: Catskill will produce as many large berries as any variety. In addition, it produces many marketable medium size berries which others of the large fruiting kinds do not yield.

TERRIFIC PRODUCTIVENESS: Many growers in northern states will remember yields of ten to fourteen thousand quarts per acre from Catskill. We believe with the "virus free" strains mentioned below it will again be possible to grow as many Catskill per acre as ever before.

As a sure cropper Catskill is excelled by no variety but Premier. It bears every year.

Catskill berries are firm, firmer than Premier but not as firm as Blakemore. With rainy weather at picking time Catskill holds up better than other varieties which are actually firmer.

As a freezing berry Catskill rates very high. It has added value for this purpose because it is so easy to cap.

Vitamin C is the main health factor of strawberries. In careful analyses Catskill berries had the highest vitamin C content of a dozen varieties tested.

The high quality of Catskill berries comes largely from one of its parents, the Marshall variety. Catskill berries are really good for every purpose.

The bright color of Catskill makes them very showy and attractive in the package so that they bring top prices along the roadside or in wholesale markets.

The vigorous growth of Catskill was one of the things which made it become so popular so fast. However, it must be admitted that in recent years most stocks of Catskill have not retained their original vigor. Virus diseases have affected Catskill more than most other varieties. By careful selection from many strains we still have an unusually vigorous stock of Catskill from our regular sources. In addition, we have lots of fine Catskill plants grown from virus free stock furnished by the U.S.D.A. As with Premier and other varieties where virus free stock was available, the increase in vigor has been really amazing, particularly in a drought year such as 1953.

We repeat the suggestion made above to growers in New York, Pennsylvania, Connecticut, Massachusetts, Ohio and other northern states where Catskill yields used to be teriffic, to try these "virus free" plants in order to restore former high yields. Perhaps you will agree with Dr. Don Scott of the U.S.D.A. when he saw the first crops from the virus free Catskill plants. He said, "We had forgotten how good Catskill can be."

We can supply either the regular or the "virus free" Catskill plants. If you prefer the virus free Catskill please mark V.F. after the name on the order sheet. Whichever stock you use it will pay you to plant Catskill. Price list page 31.

Lebanon Co., Pa., Feb. 24, 1953. "We have had berries quite a few years. The variety we found best, in all kinds of weather, for production and stern-looking plants, was Catskill. The berries have a good tarty flavor."
Mr. and Mrs. Dee Wampler

Berkshire Co., Mass., Nov. 7, 1953. "In the spring of 1952 I bought from you 200 Premier and 50 Catskill strawberry plants. This last June we sold 296 qts. from the 250 plants. I also bought 50 Temple plants but a 2 inch snow storm when they were in full bloom cut down the yield to only a few quarts, but did not have any bad effect on Premier and Catskill. Catskill were the largest berry I have ever seen and excellent quality. I want more Catskill plants in 1954."
G. J. Butterfield

The Most Profitable Variety We Grow!

If in this section we were limited to just one variety for fruiting purposes it would have to be Tennessee Beauty. It is one of the most beautiful and most productive of all strawberries, as well as being the most profitable.

Tennessee Beauty is easy to grow, note the section of the plant bed below grown by us this year in a very dry season. The berries are very firm and, as with Blakemore, if shortage of labor prevents picking every day or two, Tennessee Beauty can be left for several days at fruiting time with very little loss, even for shipping. The quality of Tennessee Beauty berries is excellent. Our folks go for it for fresh use as well as for freezing and preserving.

Tennessee Beauty and Blakemore are our nomination as a profit making pair in regions where they are adapted. Blakemore for early, Tennessee Beauty for late, will extend the shipping and freezing berry season to make the most use of the picking labor available. No other varieties give as much value or will bring as much money for the smaller sizes.

Tennessee Beauty territory is about the same as Blakemore. It covers all the southern and middle states as far north as central Pennsylvania and the coastal areas of New York and New England.

As the picture shows, Tennessee Beauty berries are beautiful. They have a large, green cap and a bright, shiny red skin. This variety would rank high in any "Berry Beauty" contest.

The productiveness of Tennessee Beauty plants bears talking about. In 1951 every member of the "300 Crate per Acre Club" in the state of Tennessee made his record with Tennessee Beauty. We obtained 6,000 quarts per acre here in Maryland last year. From the look of the plant beds after they have made their tremendous set of fruit, it looks as though the possibilities of Tennessee Beauty yield would be almost unlimited on good soil with plenty of natural moisture or with irrigation. In the sections where it is adapted, we cannot too strongly urge you to plant Tennessee Beauty for profit. In many other sections it seems well worth trying. All our plants came from the virus free stock sources and show amazing vigor. Price list page 31.

Jackson Co., Mo., June 22, 1953. "1952 was a disastrous berry year for us. We lost everything but the Tennessee Beauty. They just came through everything, and what flavor! Everyone that got any raved about them. Next year it will be Tennessee Beauty and Blakemore for me. I believe they are really a pair for profit. You may look forward to my order next spring." **Ralph Scribner**

Tennessee Beauty for beautiful berries and bigger profits

TEMPLE

Temple has been a life-saver to berry growers in sections where the soil had become infested with red stele. Temple itself is not entirely immune but has sufficient resistance so that profitable crops of berries can be grown by many growers who had been completely knocked out by red stele.

Although Temple was first tested and introduced mainly for its red stele resistance, it is a very fine variety because of its other good points. Temple makes a very rank, vigorous growth; makes plenty of large, strong plants, rather than great numbers of small, weak plants which become badly over-crowded in the row.

In productiveness the record of Temple has been variable. Where well adapted Temple is a heavy producer. There are areas, however, where Temple growth has been satisfactory, but the yield too light. Temple berries where well grown are large to very large in size, very attractive in appearance and of excellent quality. Where over-ripe from delayed picking or holding too long, Temple berries become dark—rather too dark to bring top prices on wholesale markets. For fresh use the quality of Temple is very fine. However, Temple is not a good freezing berry and is sometimes discounted or refused by those who buy for freezing purposes.

Very good results, including very heavy yields, have been made with Temple over a very wide area, from Virginia to the most northern states. It is some local condition rather than general climatic conditions which sometimes make Temple yield too light. Virginia, Maryland, Delaware and parts of New Jersey, Pennsylvania, New York and New England are the states where Temple has had its widest usage. The berries are firm enough to ship well and usually bring top prices. Where well adapted it rates as a large, fancy, money-making variety. Price list page 31.

SPARKLE

Sparkle is the best of all the varieties originated and introduced by the New Jersey Station. It has quickly become popular all through the northern states from New England to the Mississippi River. Sparkle needs plenty of moisture to size up the very large crop of berries which are set. Sparkle size normally ranges from medium to large, but in dry seasons, with too thick beds, the size can run down too much.

Although Sparkle is a good all-around berry, it is outstanding in four ways:

1. **Sparkle is highly resistant to red stele.**
2. **Sparkle has a high quality, a rich, red color clear through the berry, which makes it one of the best for freezing and other processing.**
3. **Sparkle plants are very productive, rating in total yield with outstanding producers like Premier, Catskill, Tennessee Beauty and Armore.**
4. **Sparkle is one of the most vigorous of all strawberries, making plenty of plants under almost all conditions throughout the middle states where it is adapted. It must be admitted, however, that some stocks of Sparkle in recent years have apparently become infested with virus which has greatly reduced the original Sparkle vigor.**

All of our Sparkle plants this year are from the virus-free stock and have made a beautiful plant bed in spite of one of the driest seasons on record here. You will like our Sparkle stock, and Sparkle should again make the high yields of sparkling red berries for which it quickly became famous. Price list page 31.

Franklin Co., Ohio, Jan. 17, 1953. "For us the Sparkle is the best berry we have found yet. We thought the Midland was a fine freezing berry but it would not make sufficiently heavy yields. However, we froze a number of trial packages last summer and now that we evaluate their qualities after several months in the freezer we rank Sparkle first."

Robert M. Short

Productive and profitable

FAIRLAND

Fairland is the third of the three fine midseason berries notable for their resistance to red stele. Fairland is slightly earlier than Temple and several days ahead of Sparkle in ripening season. Whereas both Sparkle and Temple are rather dark, Fairland is light in color. As a shipping berry, Fairland is as good as Sparkle but not as good as Temple. It is a heavy producer of berries that are large, fairly good in quality and beautiful in appearance. Their light color makes them appealing to the eye of the buyer. Fairland is not at its best as far south as Maryland. It has given fine results in Ohio, West Virginia, Massachusetts and other northern states. As with Robinson, Fairland where it is well adapted will be a profitable berry, chiefly because of productiveness, large size, and light attractive color. Price list page 31.

POCAHONTAS

Pocahontas was originated at Beltsville, Maryland, in 1947, and selected as promising in 1948. Pocahontas is U.S.D.A. 3745 and is a cross of Tennessee Shipper x Midland. It was released for introduction in October, 1953, by the U.S.D.A. and the Virginia Truck Experiment Station at Norfolk. Most of the testing was done at the Norfolk Station where it has captured the fancy of many berry growers in that area. The plants make a vigorous growth and produce heavy crops. The berries are large in size, the color a vivid red, a little darker than Blakemore. They are glossy with a tough skin and are about as firm as Blakemore. The flavor is tart and good.

According to the official publication, Pocahontas has yielded at the rate of 11,366 quarts per acre at Beltsville, Maryland. Pocahontas is most promising in the Norfolk area but it appears to be widely adapted throughout the south-central states. It has been tested with good results fron New Jersey to North Carolina and west to Arkansas. Pocahontas has come through some very severe testing and has been found well worthy of introduction. Try some. Price list page 31.

BIG JOE

One of the oldest varieties we have and still one of the best. The virus disease which seems to be weakening many of our better varieties has apparently not affected Big Joe at all. It is still easy to get a vigorous, strong, robust fruiting row of Big Joe plants. The plants are moderately productive of berries that average quite large in size. Berries are bright red with an attractive green cap which makes them very showy. Berries are fairly firm, as good shippers as Catskill, better than Premier.

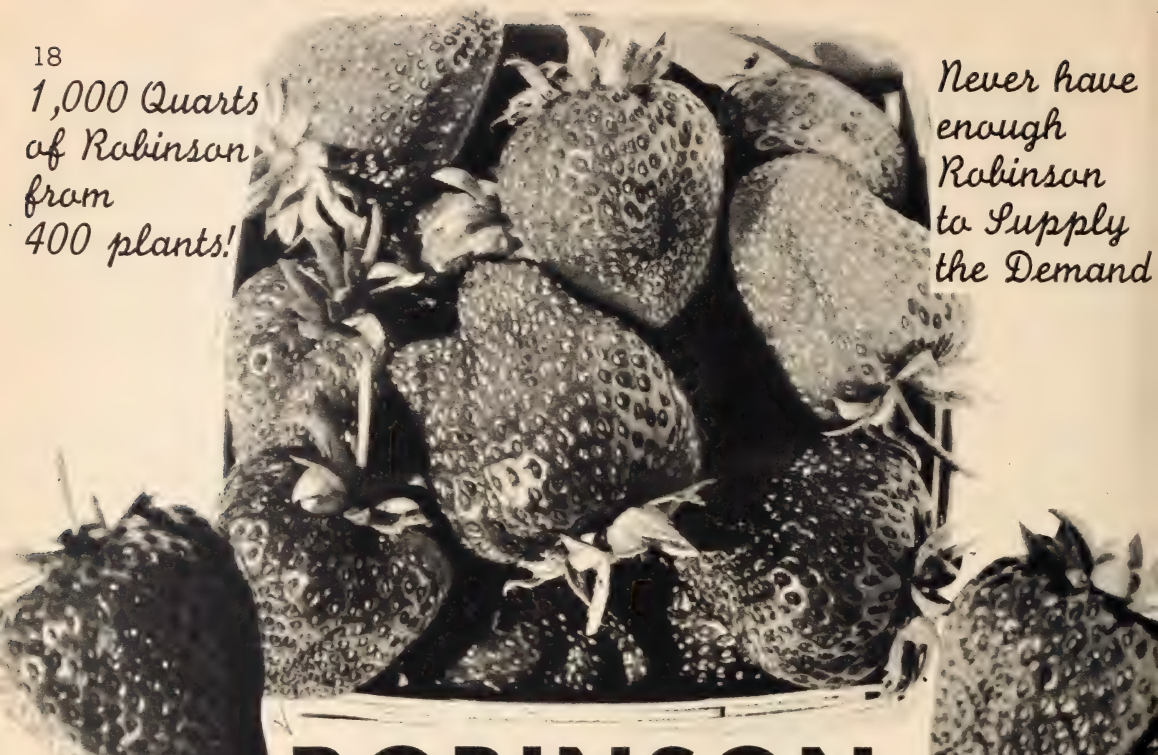
Big Joe is not as hardy as Premier and Catskill. Frosty sites should be avoided, especially if planted in northern states. Locally Big Joe is badly mixed with Lupton in growers fields, Big Joe often being called Improved Lupton. Lupton has been sold as Townking. Since Lupton and Big Joe stocks have been badly mixed, we find that Big Joe is now also being sold as Townking. Under either name it is a very fine old strawberry. Big Joe berries are far better in quality than Lupton and deserve to be kept straight. We have them straight and the plants are beautiful again this year. Price list page 31.

REDCROP

A new variety, released by the New Jersey Station in 1950. Plant growth quite vigorous, making new runner plants freely. Plants here were moderately productive, although in New Jersey yields of from eight to ten thousand quarts per acre have been reported. Berries medium in size, rather dark; quality good, but not high, about like Premier. We fruited Redcrop in 1952. We were impressed with its size and productiveness but it was not firm enough to be at its best. In New Jersey and other states equally far north we believe Redcrop well worth trying. Price list page 31.

1,000 Quarts of Robinson from 400 plants!

Never have enough Robinson to Supply the Demand



ROBINSON

Also Called

(Kardinal King—Scarlet Beauty)

Large size and bright color have made for its growers many a dollar. Enthusiasm for Robinson is spreading in commercial berry growing areas all over the north. *Listen!*

Wayne Co., Mich., March 23, 1953. "During the last 20 years we have grown about every variety known, and now grow just one, Robinson. The people around here will not accept anything else once they've seen Robinson, and I never have enough to supply the demand." **L. Brock**

Brooke Co., W. Va., Feb. 12, 1953. "I set 400 plants of your Robinson in 1951 and picked over a thousand baskets last season from the 400 plants. Good for home market. My customers said they never saw such strawberries." **Henry Zeidler**

Praise for Robinson is not just a matter of words. It is reflected in vastly increased plantings—in commercial areas of Connecticut, western New York, northern Pennsylvania, Michigan, West Virginia, and many other sections. Even here in Maryland where we are not particularly impressed with Robinson behavior there is one section of our own county which will grow almost nothing else but Robinson, although here they call it Kardinal King. Robinson should not be grown too far south, however, because it is really not too firm and should not be shipped long distances. As our opening sentence states, the thing about Robinson which has appealed to growers is the dollar returns. Robinson is easy to grow, making lots of plants which are moderately productive. The berries are almost uniformly large and bright colored which makes them bring top prices on the market, even though the berries are not as firm or as high quality as a commercial berry should be.

In a very wet year Robinson berries should be kept picked very closely to avoid loss due to soft fruit. The picture on the front cover and the illustration above show what Robinson berries really look like. The ridging, you will notice, is typical of Robinson but it detracts very little from the appearance and certainly has not prevented Robinson from bringing top prices.

Robinson has been called "The Little Giant" or "The small plant with the big berries." That expression certainly fits. Robinson does make a small plant and a big berry. We have a large stock of fine Robinson plants and we hope you will try for some of those big profits with our Robinson plants. Price list page 31.

MASSEY

Where well grown, Massey is one of the prettiest, firmest, largest and best quality berries we have ever seen. Massey seems to be at its best in the coastal plain section of North Carolina where it is usually very productive. After being introduced Massey produced so profitably there that the quantity soon exceeded Blakemore in total acreage.

During the last few years virus diseases have reduced the vigor and yield of Massey plants. All our stock this year was grown from virus free planting stock supplied by the U.S.D.A. The growth this year shows a return to the original Massey vigor. North Carolina growers should certainly use this "virus free" stock of Massey, together with "virus free" Albritton, which is fast gaining on Massey as a commercial berry in that area. Why not try some of our strong "virus free" Massey stock? Price list page 31.

LUPTON

An old favorite shipping berry grown mostly in Maryland, Delaware, New Jersey, eastern Pennsylvania and Long Island. Moderately strong grower, quite productive. Berries large, bright color, very attractive and very firm. Good shipper. Quality very poor and not good enough for gardens, but a moneymaker for many growers who ship their berries. In spite of the poor quality of the berries, Lupton topped the New York market on three or four successive days during the 1953 shipping season. Large size and attractive appearance were the reasons. Price list page 31.

ARMORE

A cross of Aroma x Blakemore. Early trials show Armore very promising in the Ozark region and other areas where Aroma was formerly the leading late berry. In 1952 we saw Armore fruiting at Beltsville, Md. In 1953 we saw it here at Salisbury and at Norfolk, Virginia. Observations in 1953 confirmed what we wrote when we first saw it at Beltsville in 1952. "Armore — late, vigorous, very productive — more than Aroma — about as productive as Blakemore at its best. Not many jumbos but large average size, larger than Blakemore, fully as large as Aroma and so many more. Long stems, more like Tennessee Beauty than Premier. Fairly light color, even very ripe berries do not get very dark, definitely brighter than similar Tennessee Beauty. Shape somewhat like Aroma but not as pointed and longer. Ripens evenly. Not as much neck as Blakemore or Tennessee Beauty but easy to cap without digging into the flesh. Quality good much better than Blakemore and some better than Aroma. Attractive medium size cap tending to dry up on full ripe berries. Quite firm for shipping. Should be good processor."

The outstanding feature of Armore as we have seen it is the tremendous crop it bears, coupled with larger than average size. We have good strong plants in abundance. Price list page 31.

Large size and extremely productive

Don't forget to look at our Collections on pages 28 and 29

FAIRPEAKE

Fairpeake late and Fairfax early are the quality twins. No other leading strawberries are so delicious to eat. For home garden and local market the quality of Fairpeake will make it a winner, and in many sections Fairpeake is very well received commercially.

Fairpeake makes a strong, vigorous plant with runner production rather shy, especially under unfavorable conditions. Plants are fairly productive and carry many of the good points of their famous parents, Fairfax and Chesapeake. The beauty and high quality of the berries usually enable the grower to get better prices for Fairpeake than for ordinary kinds. Like Redstar, Fairpeake blooms so late that it usually escapes late frosts. It is grown successfully in most of the Premier territory. Ripening season late. Price list page 31.

ERIE

Erie, like Empire, is a recent introduction of the New York State Experiment Station. Its parentage is Sparkle and Premier, certainly an excellent start for any new kind. Erie makes strong, vigorous plants and plenty of them for a heavy fruiting row. Berries are large, maintaining their size well throughout the season. Fruit color is medium red, bright and attractive, with a skin somewhat tougher than Premier. In quality Erie about equals Premier but ripens about eight days later, or about with Sparkle.

Dr. George L. Slate, the originator, says Erie is suggested for trial for market purposes because of its heavy crop, attractive appearance and large size of the berries which is well maintained throughout the season. Ripening season medium to late. Price list page 31.

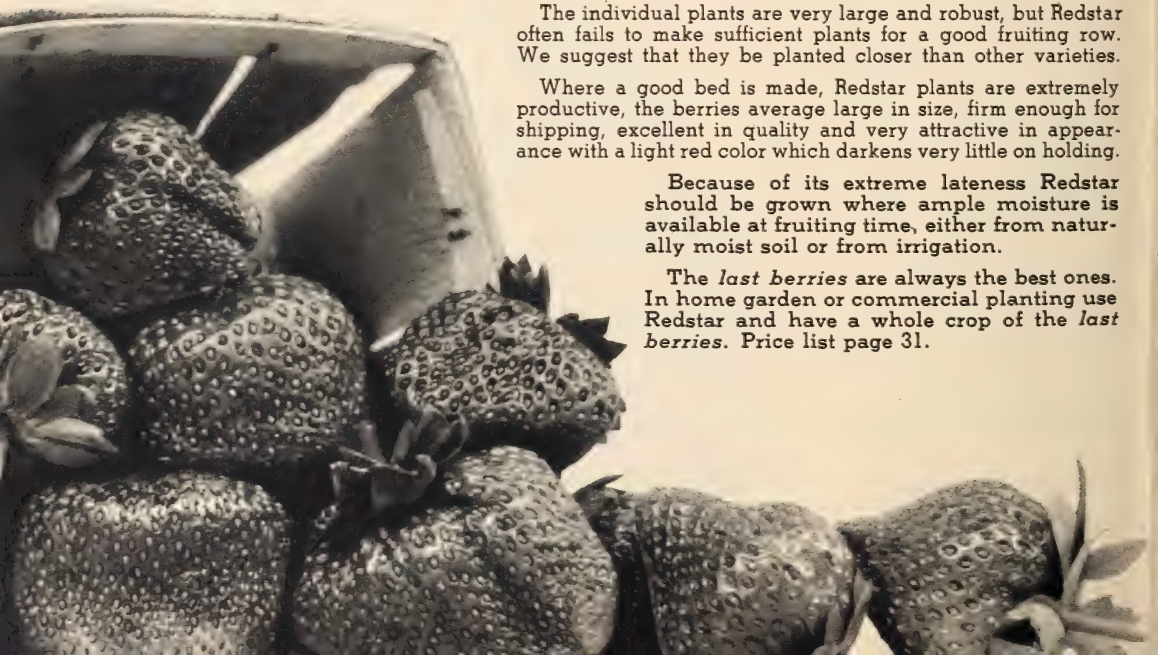
VERMILION

A new variety recently introduced by the University of Illinois where as a seedling it did well in commercial trials in Edgar County of that state. In addition to being a good commercial sort, Vermilion showed a high degree of resistance to red stele. Following are the notes taken in examination of our own small fruiting plot: Vermilion—Plant growth healthy, moderate vigor. Very productive, berries about medium size with very few extra large ones even where plants are quite thin. Berries mostly irregular in shape, ripen close to the ground with some tendency to green sides. Quality good with well developed berries. About as firm as Premier, color same as Temple, getting fairly dark when full ripe. Ripening season, midseason to late. Price list page 31.

REDSTAR

The Best Very Late and the Latest Very Good Strawberry

The outstanding value of Redstar lies in its extreme lateness of season. Redstar blooms so late there is never any frost injury. It bears so late the market is almost bare of other berries so that prices are always good. By running a week or more after the regular season, the labor you have can handle a larger volume of berries.



The individual plants are very large and robust, but Redstar often fails to make sufficient plants for a good fruiting row. We suggest that they be planted closer than other varieties.

Where a good bed is made, Redstar plants are extremely productive, the berries average large in size, firm enough for shipping, excellent in quality and very attractive in appearance with a light red color which darkens very little on holding.

Because of its extreme lateness Redstar should be grown where ample moisture is available at fruiting time, either from naturally moist soil or from irrigation.

The *last berries* are always the best ones. In home garden or commercial planting use Redstar and have a whole crop of the *last berries*. Price list page 31.

Lots of Luscious Berries from your own Garden from summer to snowfall!
Quick Cash Profits coming only a few weeks after plants are set!
These may be confidently expected with today's fine varieties

# of EVERBEARERS with

The New Sawdust Mulch Spaced Plant System

It has been observed for a long time that everbearing plants which failed to make runners had more summer and fall berries and the hill system for everbearers has been and still is definitely advocated. A variation from this is the spaced plant sawdust mulch system which will greatly increase your satisfaction with everbearers due to the larger yields of bright clean out of season berries.

The spaced plant sawdust mulch system was first developed in Ohio. We quote below from a report published by the Ohio Station.

This account is condensed from a report in Ohio Farm Journal, Jan. and Feb. 1950 by Dr. Wesley P. Judkins, then with the Ohio Station, now Head of the Department of Horticulture at Blacksburg, Virginia.

> *"During the last few years some Ohio growers have been making fine profits from everbearing strawberries. Greatest profits have been secured from the Gem variety. During the past year eight everbearing varieties have been tested at the Station. Two of these were superior to Gem and should be considered in future plantings."*

Gem plants which were set out at the Ohio Station in April, 1949, produced 4100 quarts per acre, Superfection 5630 quarts and Brilliant 7000 quarts.

> *"The latest developments in everbearing strawberry production demonstrates that the largest yields, greatest ease and economy of operation and highest profits are to be secured by following a 4-row bed type planting system."* (See diagram page 27.)

The plants are set one foot apart in rows which are one foot apart. A two foot alley or middle is left between each 4-row bed. The 4-row system produces high yields in August, which are maintained during the remainder of the season.

> *"The 4-row system can be expected to produce 7000 qts. per acre of Superfection the first year."*

Under Ohio conditions everbearing strawberries should be planted just as early in the spring as the land can be prepared—late March or early April. The first crop of weeds will usually appear within two or three weeks after planting. These should be controlled by hoeing. After this first hoeing the entire area should be covered with a layer of sawdust one inch thick. This mulch is very important for conserving soil moisture and suppressing weed growth. Later weeds, if any, must be removed by pulling because hoeing would mix the sawdust with the soil and eliminate its mulch effect.

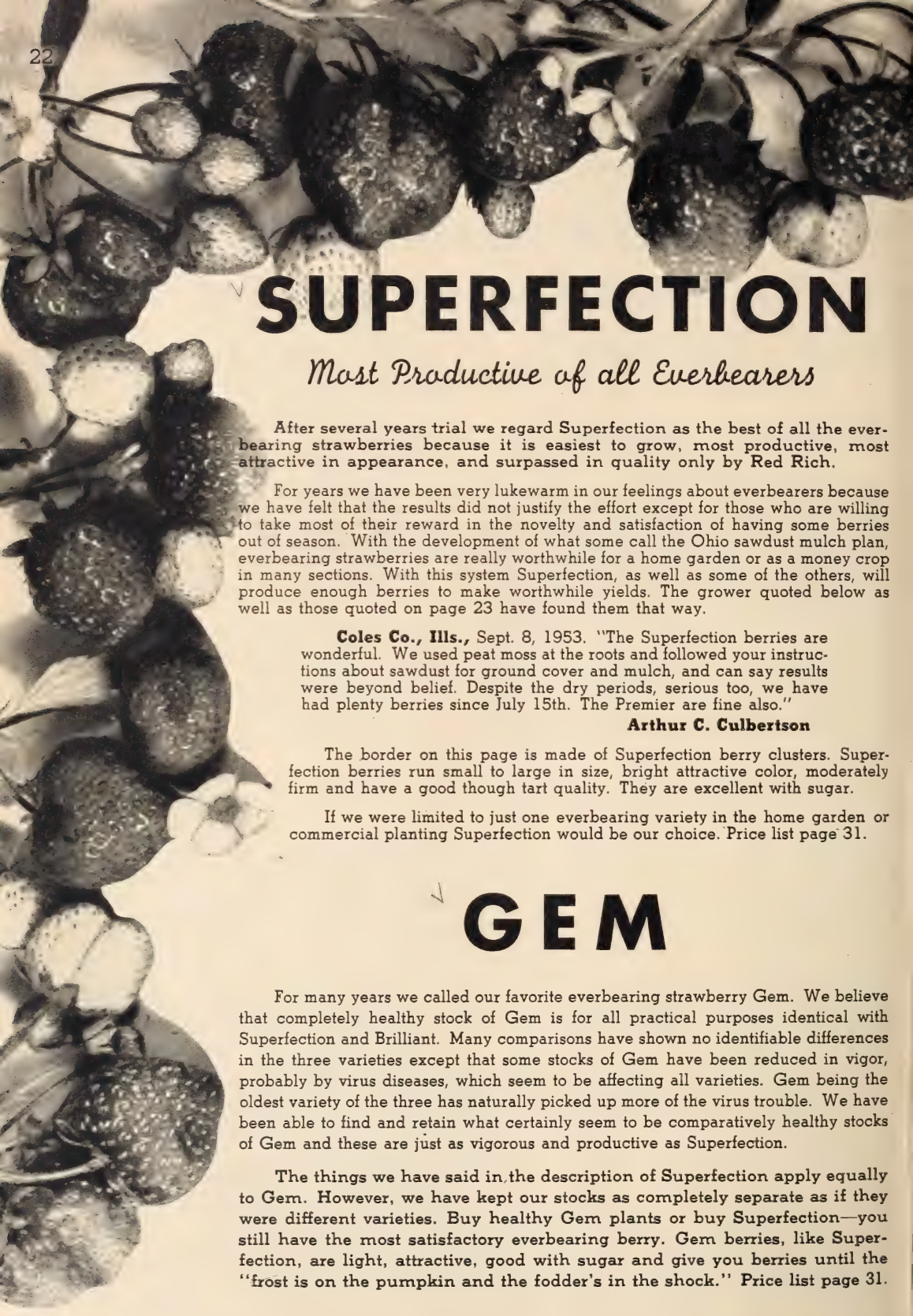
All the blossoms which develop on the new set plants should be removed until early July or a week or two later if plant growth has not been quite vigorous. After fruit production starts berries may be harvested about twice each week until frost stops growth in October. The sawdust mulch helps to conserve soil moisture during the late summer. If an extended drought occurs the crop can be greatly increased in size and quality by the use of irrigation. All runners should be removed from the plants as fast as they develop. This is essential if highest yields are to be secured.

> *"The sawdust mulch appears to give adequate protection over the winter period. A thin renewal layer may be needed in the fall if the spring application was too light. A full inch of mulch should be maintained."*

The spaced-plant sawdust mulch system comes high per acre, with more plants and much hand labor required, "but numerous Ohio growers have demonstrated in small and medium sized plantings that a carefully managed patch will give high profits."

> *"You sure did strawberry growers a good deed when you gave us the Ohio sawdust mulch plan for growing everbearers in the hill. There is no everbearing variety that will grow strawberries and make runners all at the same time" writes a prominent Indiana grower.*

The Iowa Station has had yields fully equal to anything reported from Ohio and the Kentucky Station with irrigation obtained yields of 13,000 quarts per acre from both Gem and Superfection.



SUPERFECTION

Most Productive of all Everbearers

After several years trial we regard Superfection as the best of all the everbearing strawberries because it is easiest to grow, most productive, most attractive in appearance, and surpassed in quality only by Red Rich.

For years we have been very lukewarm in our feelings about everbearers because we have felt that the results did not justify the effort except for those who are willing to take most of their reward in the novelty and satisfaction of having some berries out of season. With the development of what some call the Ohio sawdust mulch plan, everbearing strawberries are really worthwhile for a home garden or as a money crop in many sections. With this system Superfection, as well as some of the others, will produce enough berries to make worthwhile yields. The grower quoted below as well as those quoted on page 23 have found them that way.

> **Coles Co., Ills.,** Sept. 8, 1953. "The Superfection berries are wonderful. We used peat moss at the roots and followed your instructions about sawdust for ground cover and mulch, and can say results were beyond belief. Despite the dry periods, serious too, we have had plenty berries since July 15th. The Premier are fine also."
>
> **Arthur C. Culbertson**

The border on this page is made of Superfection berry clusters. Superfection berries run small to large in size, bright attractive color, moderately firm and have a good though tart quality. They are excellent with sugar.

If we were limited to just one everbearing variety in the home garden or commercial planting Superfection would be our choice. Price list page 31.

GEM

For many years we called our favorite everbearing strawberry Gem. We believe that completely healthy stock of Gem is for all practical purposes identical with Superfection and Brilliant. Many comparisons have shown no identifiable differences in the three varieties except that some stocks of Gem have been reduced in vigor, probably by virus diseases, which seem to be affecting all varieties. Gem being the oldest variety of the three has naturally picked up more of the virus trouble. We have been able to find and retain what certainly seem to be comparatively healthy stocks of Gem and these are just as vigorous and productive as Superfection.

The things we have said in the description of Superfection apply equally to Gem. However, we have kept our stocks as completely separate as if they were different varieties. Buy healthy Gem plants or buy Superfection—you still have the most satisfactory everbearing berry. Gem berries, like Superfection, are light, attractive, good with sugar and give you berries until the "frost is on the pumpkin and the fodder's in the shock." Price list page 31.

MASTODON

Best Spring Cropper of All the Everbearers

For the regular spring crop Mastodon is a good midseason berry, similar to Big Joe in both plant growth and fruit. It can be grown with some success in red stele soils, having more resistance to that disease than any of the other everbearers. Lack of consistent productiveness in late summer and fall has been and still is the weakness of all the everbearers. We believe one of the reasons why Mastodon has continued so long as one of the most popular and widely planted varieties is because a good crop of berries in the spring is sure even though the summer and fall crop prove disappointing.

Mastodon makes a strong, vigorous growth with larger plants generally than any of the everbearers except the new Red Rich. It is very rugged and can take lots of punishment and still survive, but any plants should be given extra good care if a good crop of berries is expected just a few weeks after the plants are set. In favorable seasons Mastodon is quite productive for the fall crop. The berries are fairly good in quality, rather attractive in appearance and firm enough to be shipped moderate distances. Mastodon is not as attractive as Gem, about equal in quality, and not usually as productive in late summer and fall. They have a tendency to ripen unevenly with the underside green after the top has become fully red. Mastodon is not adapted as far sooth as Gem and Superfection, but for years was the most popular and widely planted everbearer over the middle and northern states. Price list page 31.

Baltimore Co., Md., Jan. 30, 1953. "I ordered some everbearing strawberry plants last spring, part Superfection. We kept the blossoms picked off till about the latter part of June; also the runners. We had a fine lot of berries from July until freezing weather." **Ross M. Torbert**

Norfolk Co., Va., June 12, 1953. "I want to find out when to stop removing the blooms from the Superfection strawberry plants I got from you, as my catalog you sent me has been lost. My plants are looking fine; they have almost covered the ground. I have kept all blossoms pinched off up to date and have them mulched good with old sawdust. I don't see how they can bloom much more as many blooms as I have pinched off." **C. C. Grinnalds**

RED RICH

Finest Quality Everbearer

Red Rich produces the largest, strongest, most rugged plant of all the everbearers. The foliage is most beautiful. The large, healthy, dark green leaves make them fully worthy of being used for decorative purposes. Red Rich does not make as many plants as Mastodon, far less than Gem and Superfection even under the best of conditions. As a spring cropper we have not found Red Rich of much value. The berries are good, in fact supreme in quality, but the plants are not highly productive and the berries, while they resemble Fairfax, in general are duller, rougher and not at all attractive.

Some reports rate Red Rich as outstanding among all the everbearers in all-round value. Our experience puts it well ahead of all the others in delicious dessert quality, but we have not found it to be as productive as Superfection and good strains of Gem. Red Rich is much better in the hill system than in matted rows, particularly for the fall crop. Set at least a few Red Rich plants to find out how delicious an everbearing strawberry can be. Our stock comes direct from the introducer. Price list page 31.

COMMONSENSE METHODS FOR GROWING GOOD STRAWBERRY CROPS

Strawberries are grown successfully in every State in the Country. They are relatively easy to grow. Beginners can produce fine crops by following common sense methods.

WHEN DO THEY BEAR? Standard varieties set in March, April or early May 1953 will bear their best crop in May or June 1954. Everbearing varieties set in early spring produce berries in late summer and fall of the same year. Fall setting is not a good practice in most cases.

FALL PLANTING

Setting plants in late August, September or early October with the idea of getting a partial crop the following May or June is not a good practice. Results in most cases do not justify the extra effort.

Setting the plants in late October or November to get the job done when not so rushed by work as in spring or to avoid the hazards of delayed planting in spring, due to bad weather, frequently is justified. These advantages should be weighed against the time and trouble of mulching through two winters instead of one, and more work in controlling weeds and grass. Usually a part of the fall set plants fail to survive the winter, but those that do survive start earlier and grow better than spring set plants.

With good early dug dormant plants available for spring planting we think fall setting is very rarely justified except in Florida or other sections far South.

WHAT KIND OF SOIL AND LOCATION ARE BEST?

Any soil that makes good yields of garden or field crops will produce strawberries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers. 1—In rolling country a sloping field gives better air drainage and less injurious frosts. 2—Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion. 3—Follow a hoed crop to make less weeds and grass to contend with in the strawberries. 4—Avoid sod land that may harbor grub worms which cut or injure your plants. 5—Change the place of the strawberry bed every few years. It will help keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble. 6—A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries. 7—Most important of all, select land that holds moisture well because (a) it is naturally springy, (b) it has a high water table, (c) irrigation is available or (d) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil.

HOW SHOULD I PREPARE THE LAND? In late winter or very early spring the land should be plowed or (in small plots) spaded to a depth of 6 or 8 inches. Then with harrow or rake it should be leveled off to form a smooth friable planting bed.

Here are some things which are not necessary but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much more valuable if plowed under while still green.

2. Early fall sowing of rye or wheat to give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparation for a fine crop of berries. Results are almost equally good if one of these applications has been made for the previous crop. Poultry manure is better when applied to the previous crop but is helpful to current crop if full of litter and only three to four tons per acre are used. Excessive applications of poultry manure may cause some burning especially in dry seasons.

For small areas a good guide in the application of horse, cow, sheep or hog manure is to figure 1 to 2 bushels for every 100 square feet. Manure from poultry and broiler houses is not recommended because it either contains chick weed seed from feed or bedding or stimulates excessively the growth of chick weed, which becomes very serious in many strawberry growing areas.

WHEN SHOULD PLANTS BE SET?

EARLY!

The most important single thing in growing strawberries successfully is to set the plants EARLY. With no other crop that you grow is early spring setting so ALL IMPORTANT.

In the Southern States this means February, March and early April. In the Middle States, March and April. In the Northern States, April and May in late seasons and in states far North. In all states it means just as early as the weather permits you to get the ground ready and the plants set.

A good stand and growth are easy if plants are set early so they can become established while the soil is still cool and moist. With late setting good results are very unlikely unless soil and moisture conditions are entirely favorable.

SHOULD CHEMICAL FERTILIZERS BE USED? On very fertile garden soils none is needed. On most good soils fertilizers will not prove beneficial if plenty of stable manure of any kind has been applied. On some soils chemical fertilizers will be very helpful. 600 pounds per acre of any fertilizer containing 3 to 6% of organic nitrogen and 5 to 10% of phosphorus may be used. This may be stirred into the soil down the row before the plants are set or applied as a side dressing in one or more applications after growth starts. Inorganic nitrogen like nitrate of soda or sulphate or ammonia should be used in these applications only with great care, as they will injure either roots or leaves if they come in direct contact. Organic nitrogen materials like tankage, fish, dissolved bone, cotton seed meal, dried blood, etc., are safe to use. Any form of phosphorous is O. K.

Whatever the soil preparation and ealier treatment it is well to examine the plant beds in late August or early September. If the growth is satisfactory and the leaves have a rich dark green appearance, no further fertilizer treatment is necessary. If growth is not satisfactory at that time apply as a top dressing directly on the plant beds about 600 pounds per acre of 6-8-2 or any fertilizer mixture your dealer has containing 4 to 6% of nitrogen, 6 to 10% of phosphorus and 2 to 5% of potash. Apply only when foliage is thoroughly dry and brush loose material off the leaves at once. This is important to prevent injury.

An application of 600 pounds per acre means about 1 pound for each 20 feet of row.

WHAT ABOUT LIME? If other crops, weeds or grass have made a good growth on the land you have selected for strawberries it does not need lime. However, if you want to have your soil tested for acidity a pH range of 5.7 to 6 is best, 5 to 7 is satisfactory.

WHAT CARE DO PLANTS NEED? They should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for setting strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. Sometimes plants must be kept a while because the ground is not ready or for some other reason. Small lots of plants can be kept in excellent condition for many days in the family refrigerator if there is room. Burying the crate or package for a while in a snowbank is O. K.

The very best way to hold plants is in cold storage at 32 Degrees F. If such storage is not available, open the bundles and spread the plants in thin layers along a V-shaped trench about four or five inches deep. Cover the roots with two or three inches of soil, leaving the buds exposed. Wet the soil and plants thoroughly. A light covering may be necessary.

Incidentally, there is one way to play safe. If you have cold storage available order your plants shipped in March while they are still thoroughly dormant. Even moderate delays in transit won't hurt them at that time and they will keep perfectly in cold storage at 32 Degrees F. until planting conditions are just right. If plants are dug after they have made lots of foliage and possibly blossoms, they should not be held more than a few days even in storage.

U. S. Government and New York State experiments have shown that anyone who

PLANTS FOR VARIOUS PLANTING DISTANCE

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
3.. ft. "	18 "	8,297 "
3.. ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in."	18 "	7,128 "

cannot normally set plants by April 15th could confidently expect much better results with stored dormant plants than with freshly dug ones.

WHAT IS THE BEST METHOD OF SETTING PLANTS? Any method is good which leaves the roots reasonably straight down in the soil, spread some if possible with the soil pressed firmly against the roots and the bud just at the surface of the packed down soil. A good garden trowel is the best tool for the work in small plots. Others are a spade, dibble, paddle or in larger fields a horse or tractor-drawn transplanter. With plants that have very long roots clipping them off to about 4 to 5 inches in length will make it easier to get a good job of setting. It will not hurt the plants. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface. (See picture.)

HOW FAR APART SHOULD PLANTS BE SET? In general we recommend setting plants 18 to 20 inches apart in rows 3½ to 4 feet apart. This requires about 7,000 plants per acre. (See table.) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain. Closer setting is suggested also for varieties that make few plants.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 x 10 you would need about 20 plants.

High yields can be had from small plots by using the hill system where all runners are cut off. Use planting plan suggested for everbearers on page 27. A variation would be using rows 3½ feet apart, set plants 12 inches apart with two runner plants, one each way, from each mother plant set.

HOEING, CULTIVATING AND TRAINING. Frequent hoeing and cultivating make larger, stronger fruiting beds and a better crop of berries. The purpose is to keep down weeds and grass and to keep the top soil loose. Loose top soil helps conserve soil moisture and makes it easier for new runners to take root. Shallow cultivation is best, 1 to 1½ inches deep with the hoe or slightly deeper with horse cultivator.

There are three other important jobs to be done along with the hoeing work.

(1) **Uncover the buds. At the first or second hoeing any of the plant buds which have become covered with packed or caked dirt must be uncovered. Neglect in this is often the greatest single cause of a poor stand. The outside leaves may remain fresh and green for sometime but if the bud is smothered the whole plant will eventually die.**

(2) Cut off the blossoms at each hoeing. The vitality necessary to mature a cluster or two of berries is needed by the newly set plant to make a strong, vigorous plant growth.

(3) Most of the training of new runners is done at hoeing time. A well spaced matted row is the best system for getting the largest crops of the best berries. It will not pay to be too fussy about exact spacing distances but it should be kept in mind that 4 to 8 plants per square foot of fruiting bed is plenty. An excess is no better than weeds. Train the first strong new runners out like spokes from a reel and root them until a fruiting row 1½ to 2½ feet wide has been formed. When that has been done as many as possible of the later runners should be pulled or cut off.

WEED KILLERS. Crag Herbicide No. 1 is the most promising material to date for control of summer weeds and grass in strawberries. Apply just after cultivation. It prevents germination of weed seeds—does not kill established weeds. Apply rate of 2-3 lbs. per acre in 40 gallons of water. Cover soil surface. Each application will check weed growth for 3-5 weeks. No injury to plants unless very hot weather. Consult your County Agent or State Agricul-

ture Experiment Station for further details about Crag or sprays to control winter weed growth. We doubt if chemical weed control is practical on very small plots.

IS MULCHING NECESSARY? Mulching is necessary for winter protection in all the northern states and would be helpful in many fields as far south as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F.) have occurred but before hard freezing (20 degrees F. or lower). It should be removed (at least partly) soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. In some sections sawdust has been used with good results. Use whatever you have or can buy at a reasonable price.

WILL IRRIGATION PAY? If you have irrigation it will certainly pay to use it for strawberries, especially just before fruiting time. However, irrigation is not necessary. Most of the fine berry crops in this country are produced on good strawberry soil that holds moisture well because stable manure and green crops have been added or because of a high water table.

DO STRAWBERRIES NEED SPRAYING? When good varieties are selected and clean healthy plants are used, strawberries do not need spraying as a rule. Red stele has become serious in some areas. It is avoided by using clean plants on uninfected soil. It can be largely ignored on infected soil by using resistant varieties like Temple, Sparkle, Fairland, etc.

Spraying to prevent rot in wet seasons is only partly effective. Hill system or well spaced plants help to prevent berry rot. The Clipper, sometimes present near wooded areas, can be controlled by two applications (25 to 35 lbs. each) of proper dust mixture. Consult your County Agent or follow manufacturers' directions.

10 to 15 lbs. actual chlorodane per acre mixed and applied with fertilizer broadcast will help control root aphis and grub worms. Chlorodane too concentrated may cause injury. As side dressing use same fertilizer mixture with less per acre.

RENEWING OLD BEDS. Most commercial growers pick one crop of strawberries and then destroy the planting. Generally this is justified. However, when plantings are on good soil, free from weeds with little insect or disease damage, a second crop may be had economically. To renew beds, don't plow away the old bed. Cultivate middles, remove weeds and grasses and possibly fertilize. Balance of effort should be by hand or some kind of drag to remove excess plants in thick places and to train new runners in any vacant places. For years we have found this method simplest, easiest and best. Mostly the second crop of berries is borne by the same plants that produced the first crop.

Growing Everbearers

For Berries This Year

Plants set in March and April, pick berries in August and September, only four to five months after setting. We hope and believe this will be possible and successful for more people as a result of the new spaced-plant sawdust-mulch system, described on page 21. Give plants with sawdust mulch plenty of high nitrogen fertilizer. We suggest one pound 5-10-5 for 25 sq. ft. Apply dry. Brush from plant leaves. In the development of this system planting plans have varied, but the one demonstrated by the Ohio Station as giving the largest yields, most economical operation and highest profits is the 4-row bed type planting illustrated below.

The Growing Plants

FAMILY GARDEN COLLECTIONS

Beautiful Berries and *So Good* in your own Garden! *You get the Best*—from these carefully selected varieties. *You save Money*—10% or more plus postage off list price on every collection. You pay no more than the price printed here. Transportation by mail postpaid is included in the price.

★ *All-Star Collections* ★

Well adapted for heavy production of luscious berries anywhere in the U. S. A. except extreme northern and extreme southern areas.

PREMIER—*frost proof, sure crop every year*

TEMPLE—*fine quality; very strong grower; red stele resistant*

CATSKILL—*big crops of big berries; good for freezing*

TENN. BEAUTY—*wonderful new late berry*

Collection A	**100** plants,	**25 each** of the **4 kinds** (postpaid)	**$ 4.30**
Collection B	**200** plants,	**50 each** of the **4 kinds** (postpaid)	**7.20**
Collection C	**400** plants,	**100 each** of the **4 kinds** (postpaid)	**11.50**
Collection D	**1000** plants,	**250 each** of the **4 kinds** (postpaid)	**22.85**

Northern States Garden Collections

Well adapted for heavy production of excellent berries in northern U. S. A. and Canada, south about to the Ohio River Valley and southern Pennsylvania.

PREMIER—*forst proof; sure crop every year*
FAIRFAX—*supreme in quality*
CATSKILL—*big crops of big berries, good for freezing*
ROBINSON—*beautiful bright color; large average size*

Collection E	**100** plants,	**25 each** of the **4 kinds** (postpaid)	**$ 4.35**
Collection F	**200** plants,	**50 each** of the **4 kinds** (postpaid)	**7.25**
Collection G	**400** plants,	**100 each** of the **4 kinds** (postpaid)	**11.70**
Collection H	**1000** plants,	**250 each** of the **4 kinds** (postpaid)	**23.40**

★ ★ ★

Everbearing Collections

for berries this year

New methods of culture *(see page 21)* will help you produce more delicious out of season berries, more pleasure, more profit from them.

MASTODON—*a good everbearer and a dependable spring cropper*
GEM—*beautiful, bright, tart berries, very productive*
SUPERFECTION—*much like Gem except possibly more vigor and greater productiveness*

Collection X	**75** plants,	**25 each** of the **3 kinds** (postpaid)	**$ 6.00**
Collection Y	**150** plants,	**50 each** of the **3 kinds** (postpaid)	**10.00**
Collection Z	**300** plants,	**100 each** of the **3 kinds** (postpaid)	**18.00**

POSTPAID { Order all collections by name, Collection A, Collection B, etc. Collections postpaid anywhere in the U. S. A. at prices quoted.

EASY FOR BEGINNERS

You need not hesitate planting strawberries in your garden. Beginners can do it well and successfully. Order one of these collections or other varieties from our price list on page 31. You will be delighted with the fine large berries you can grow by following the simple directions given on pages 24 to 28.

"VIRUS - FREE"

Plants referred to as "virus-free" in this catalog have been field grown by us from virus-free foundation stock furnished by the U. S. Department of Agriculture, Bureau of Plant Industry, Soils, and Agricultural Engineering, Beltsville, Maryland. Our field-grown stock has been dusted with parathion to control aphids which transmit the virus diseases. It has also been grown at considerable distances from any other strawberry plants. Since viruses do not produce clear-cut symptoms in most strawberry varieties but simply weaken and devitalize the plants, no guarantee can be made that these plants are 100 percent free of viruses. Because of the measures that we have used to protect these plants from virus infection, we believe them to be substantially virus-free.

Free from virus, full of vigor

INSTRUCTION TO PURCHASERS

Terms. Cash with order. Remit by money order, bank draft or cash in registered letter. No C. O. D. shipments without part payment.

Packing. No extra charge made for packing at prices quoted on page 31.

Time of Shipment. We ship plants from October 25th to June 1st. See paragraph on page 24, "When should plants be set?"

True to Name. We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants ordered.

Late Shipments. All plants ordered shipped after May 15th will be packed and shipped in best possible condition but at purchasers' risk.

Our Guarantee. We guarantee all plants ordered shipped before May 15th to reach you in good condition. If they are found to be otherwise, either through a slip on our part or delay or mistreatment in transit, notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insects, etc., which may affect the plants after their arrival, as these things are entirely beyond our control.

WHEN TO ORDER — HOW TO SHIP

Order as soon as you have decided what varieties and how many you want. Plants will be reserved for you. Write plainly so that we can get your name and address correctly for prompt acknowledgment of order and delivery of plants. Be sure to fill in your County on the order sheet.

Express—Cheaper on shipments of 3,000 plants or more and on 2,000 plants in the 5th postal zone or farther. Transportation charges can be collected at time of delivery. There is a minimum express charge of $1.50 on any size shipment.

Parcel Post.—Generally cheapest and most satisfactory for all shipments up to 1,000 plants everywhere, and on larger shipments up to 2,000 plants in the 4th postal zone or nearer. Parcel post charges depend upon weight of shipment and postal zone. On parcel post shipments be sure to include postage figured from the tables and guide below. Send enough postage as any excess will be returned to you. C. O. D. shipments require from 40c to $1.00 additional postage for that service and other delay delivery. COLLECTIONS offered on pages 28 and 29 are prepaid and no postage need be sent for these.

WEIGHT OF PLANTS

25 plants 1 lb.
100 plants 4 lbs.
500 plants 20 lbs.
1000 plants 40 lbs.

RATE TABLE

Zone	*1st Pound*	*Each Additional Pound*
2nd	23 cents	4 cents
3rd	23 cents	5 cents
4th	24 cents	7 cents
5th	26 cents	9 cents
6th	28 cents	12 cents
7th	30 cents	15 cents
8th	32 cents	18 cents

ZONE GUIDE

To help determine postal zone, consult this guide. If you live near places mentioned or nearer to Eastern Maryland, you are in zone indicated. If convenient, ask your Postmaster.

Zone 2—includes Trenton, N. J., Harrisburg, Penna., Philadelphia, Penna., Hagerstown, Md., Charlottesville, Va., Norfolk, Va.

Zone 3—includes Hartford, Conn., New York, N. Y., Pittsburgh, Penna., Roanoke, Va., Wilmington, N. C.

Zone 4—includes Portland, Maine, Boston, Mass., Albany, N. Y., Buffalo, N. Y., Cleveland, Ohio, Cincinnati, Ohio, Detroit, Mich., Indianapolis, Ind., Louisville, Ky., Nashville, Tenn., Atlanta, Ga.

Zone 5—includes Chicago, Ill., St. Paul, Minn., St. Louis, Mo., Little Rock, Ark., New Orleans, La.

Zone 6—includes Houston, Texas, Oklahoma City, Okla., Kansas City, Mo.

Zone 7—includes El Paso, Texas, Denver, Colo.

Zone 8—includes Salt Lake City, Utah and Pacific Coast States.

PRICE LIST FOR SPRING—1954

	25 plants	50 plants	100 plants	200 plants	300 plants	400 plants	500 plants	1000 plants	5000 plants
Early Varieties									
ALBRITTON	$1.20	$2.00	$3.20	$5.60	$7.20	$8.65	$10.00	$16.00	.....
BLAKEMORE	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	$65.00
DIXIELAND	1.50	2.50	4.00	7.00	9.00	10.80	12.50	.....	.....
DORSETT	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	80.00
EMPIRE	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
FAIRFAX	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
HOWARD 17	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
KLONDYKE	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
KLONMORE	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
MIDLAND	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	.....
MISSIONARY	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
PREMIER	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
SENATOR DUNLAP	.90	1.50	2.40	4.20	5.40	6.50	7.50	12.00	55.00
TENNESSEAN	.90	1.50	2.40	4.20	5.40	6.50	7.50	12.00	55.00
TENNESSEE SHIPPER	.90	1.50	2.40	4.20	5.40	6.50	7.50	12.00	55.00
Midseason Varieties									
BIG JOE	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	75.00
CATSKILL	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
FAIRLAND	1.40	2.30	3.70	6.50	8.35	10.00	12.00	18.50	82.50
POCAHONTAS	1.50	2.50	4.00	7.00	9.00	10.80	12.50	.....	.....
REDCROP	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
TEMPLE	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	75.00
Late Varieties									
ARMORE	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	70.00
ERIE	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
FAIRPEAKE	1.35	2.25	3.60	6.30	.....	.....	.....	.....	.....
KARDINAL KING	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	70.00
LUPTON	.90	1.50	2.40	4.20	5.40	6.50	7.50	12.00	55.00
MASSEY	.90	1.50	2.40	4.20	5.40	6.50	7.50	12.00	55.00
ROBINSON	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	70.00
SPARKLE	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
TENNESSEE BEAUTY	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	70.00
VERMILION	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
Very Late Varieties									
REDSTAR	1.35	2.25	3.60	6.30	.....	.....	.....	.....	.....
Everbearing Varieties									
GEM	2.25	3.75	6.00	10.50	13.50	16.20	18.75	30.00	.....
MASTODON	2.25	3.75	6.00	10.50	13.50	16.20	18.75	30.00	.....
RED RICH	5.00	8.50	15.00	27.00	30.50	.....	.....	.....	.....
SUPERFECTION	2.25	3.75	6.00	10.50	13.50	16.20	18.75	30.00	.....

W. F. ALLEN COMPANY
SALISBURY, MARYLAND

All plants f.o.b. Salisbury, Maryland, at prices quoted, express or parcel post charges extra.

On quantities of more than 5,000 plants of one variety, write for quantity rate.

WE HAVE NO PLANTS OF ANY VARIETY TO SELL FOR SHIPMENT IN JUNE, JULY, AUGUST, SEPTEMBER AND EARLY OCTOBER.

PREMIER — The Frost
Proof berry. Sure Crops — Big Crops
W·F·ALLEN Company
SALISBURY, MARYLAND
CATSKILL — King of the mid-season kinds.